

# DIVISION of LIBRARY and INFORMATION SERVICES



## Marketing for Busy Librarians

Section 2.3 — Social Media and Email

Lawrence Webster Library Communications Consultant



## The Marketing Cycle





#### It's All About the Conversation

- Encourage user input but read and respond!
- Involve staff
- Few but consistent style rules

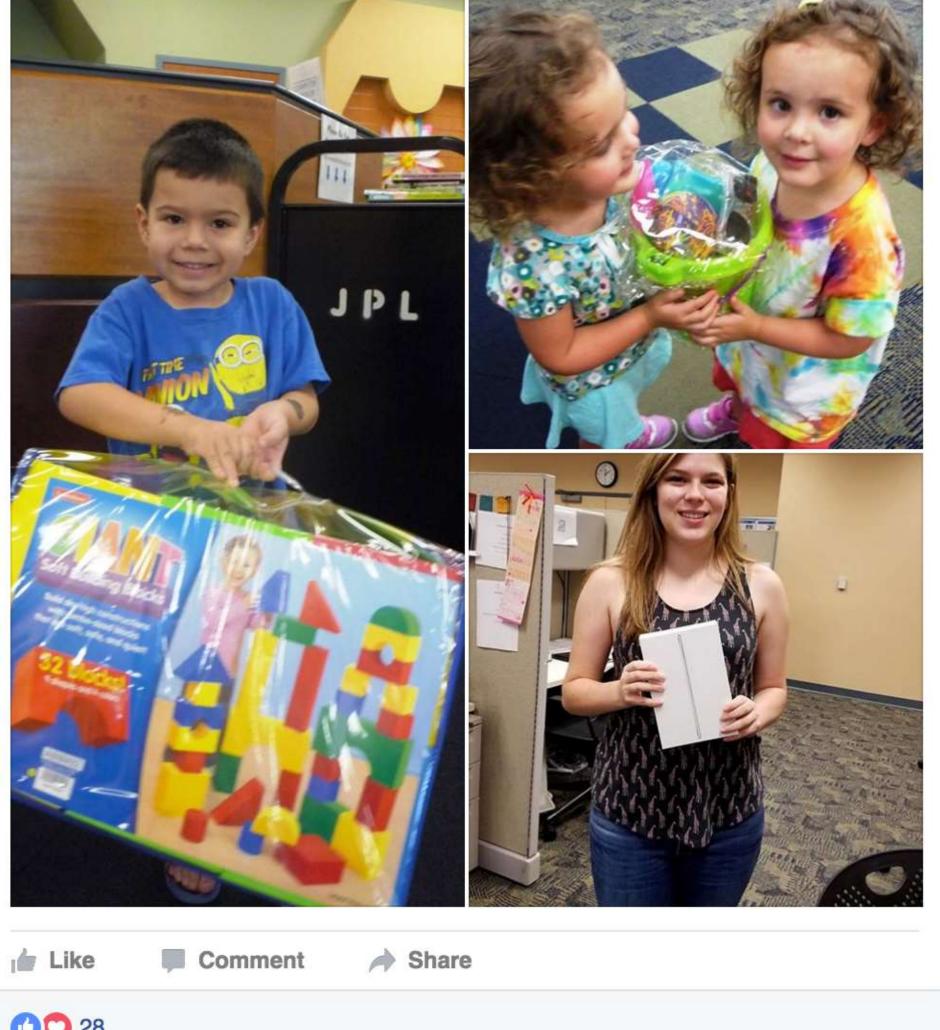
#### Facebook

- Personal vs. institutional: a fine line
- History
- Encourage conversation: "What do you think?"





Congratulations to our Summer Learning Program winners! David won a set of foam blocks, the adorable twins won a summer fun bucket and our teen winner, Danielle, won an iPad Mini 4s! Thank you to everyone that participated in beating the summer slide!



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@ Volusia Co Public Library, the Teen Tech Lab helps kids be tech-savvy. #SunshineStars bit.ly/222A3Ch



### Email as a Marketing Medium

- Consider demographics
- Encourage actions click-throughs or replies
- Subject line, subject line, subject line

Woohoo! You've read all the messages in your inbox.



#### Think

- What is your own social media usage like? Which platforms do you use? How much time do you spend? What do you like best?
- How about your staff? Is someone itching to start an Instagram account or a Twitter feed for your library? Or to create library videos?

#### Online Chat

September 15, 2016 10:00 to 11:00 a.m. Eastern

> Lawrence Webster Library Communications Consultant





Rick Scott, Governor
Ken Detzner, Secretary of State
Florida Department of State
Division of Library and Information Services

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